

# ORDER



**Orders**  
**Order / Rev:** 724976  
**Alt Order #:** 06387160  
**Product Desc:** ARPAIO FOR SHERIFF  
**Estimate:** 329  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

**KPNX**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Joe Arpaio for Maricopa County Sheri  
**Demographic:** A35+  
**Product Codes:** PL-State/Local Misc  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	88	\$70,800.00	\$60,180.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	88	\$70,800.00	\$60,180.00	0.00
<b>Totals</b>	<b>88</b>	<b>\$70,800.00</b>	<b>\$60,180.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/30/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	10	\$500.00	P-1	0.00	NM	10	\$5,000.00
LIVE W KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					10	\$500.00		0.00			
2	KPNX	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$1,400.00		0.00			
3	KPNX	10/30/12	11/05/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$500.00		0.00			
4	KPNX	10/30/12	11/05/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	6	\$300.00	P-1	0.00	NM	6	\$1,800.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					6	\$300.00		0.00			
5	KPNX	10/30/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$300.00		0.00			

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 Estimate: 329  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/30/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$500.00		0.00						
7	KPNX	10/30/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$700.00		0.00						
8	KPNX	10/30/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$600.00		0.00						
9	KPNX	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	3		\$900.00		0.00						
11	KPNX	10/30/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
ARIZ NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	3		\$1,400.00		0.00						
12	KPNX	10/30/12	11/05/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
12 NEWS TODAY 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$800.00		0.00						
13	KPNX	10/30/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$1,000.00		0.00						
14	KPNX	10/30/12	11/05/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	5		\$600.00		0.00						
15	KPNX	11/03/12	11/03/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
12 NEWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$700.00		0.00						
16	KPNX	11/03/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	3		\$500.00		0.00						
17	KPNX	11/03/12	11/03/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
12 WKD TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	3		\$500.00		0.00						
18	KPNX	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$500.00		0.00						
19	KPNX	11/04/12	11/04/12		CM	Various	-----S	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00

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**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun 8-10a															
12 News Sun Today															
12 NEWS SU WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			3		\$500.00		0.00				
20	KPNX	10/30/12	11/05/12	12 News 10pm M-SU	CM	10-1035p	MTWTFSS	:30	7	\$2,500.00	P-1	0.00	NM	7	\$17,500.00
12 News 10 pm M-Su															
12 NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTFSS			7		\$2,500.00		0.00				
21	KPNX	10/30/12	11/02/12	M-F 3-4p	CM	3-4p	- TWTF - -	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
Ellen															
mg															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			1		\$700.00		0.00				
*Tax 1 Note: Tax 0.5%.													Totals	88	\$70,800.00

\*Tax 1 Note: Tax 0.5%.